



Work Plan

Description of the Project:

California Native Plant Society - The Real California Landscapes.

The California Native Plant Society (CNPS), founded in 1965, is the preeminent resource for the ecologically superior uses of native plants. The society has over 9000 members in 34 chapters, and Susan Krzywicki, our Horticulture Program Director, will implement our project.

Gardening with natives provides a link to our past, conserves water, minimizes synthetic chemical fertilizers and pesticides, curbs soil erosion, improves air quality, prevents polluted stormwater runoff, and creates habitat.

Our project will serve as a model for creating behavioral change that benefits the environment by helping a large number of homeowners, property owners, Homeowner Associations (HOAs) and other landscape-related entities to implement water wise gardening practices, and create a beautiful wildlife habitat garden of their own. We create an environment of fun, easily-accessible education and experiential skills building that gardeners, volunteers, and everyone involved will enjoy and learn from. This exciting project will create environmental stewards that will improve and enhance California's landscapes.

Project Proponent/Partner (if applicable):

The California Native Plant Society (CNPS)

Proposal Objective

The California Native Plant Society (CNPS) envisions a California which saves nearly half its drinking water, virtually eliminates urban fertilizers and pesticides, increases habitat, improves soil and air quality, and takes pride in its natural heritage through sustainable landscaping with native plants. The public perception of native landscaping as "normal" requires its adoption by entities with large managed landscapes, such as corporate parks, municipalities, HOA's and retail sites. We aim to change community behavior by working in partnership with water districts and pioneering Sponsor Companies in the east San Francisco Bay Area to produce two pilot projects that will form the foundation of an ongoing program that we will replicate throughout the state. The project consists of several parts: "3 Ps of Native Gardening" workshops; "Ditch Your Lawn" hands-on experience, Garden Tours and Native Plant Symposia. Our demonstration gardens, installed in conjunction with community and business participants, will create media events that showcase the practice of landscaping not only for beauty but also sustainable environmental values.

These gardens and gardening practices will reduce water use, minimize pesticides, fertilizers and other chemicals, reduce stormwater (and therefore ocean) pollution, provide the highest quality healthy habitat for birds and butterflies, and engage the workforce and management in these companies to become environmental stewards. A key component of our plan is to work with community volunteers in Disadvantaged Communities to provide exposition for the concept



that all of the community members are connected in a cycle of water-energy usage and that we can directly affect permanent, positive change. In this way, the Real California Landscapes Project will promote responsible land use, help ensure sustainable water resources, reduce harmful chemicals, and influence industry to adopt more environmentally friendly practices.

Scope Of Work

The project will start as soon as funding is awarded. CNPS has the information, people and capacity to engage quickly. Some of the educational materials needed have been developed already, but they are in formats that need adapting to the breadth and scope of our statewide vision. Many CNPS Chapter volunteers already have industry and organization contacts that we can leverage. The greater gardening community is hungry for knowledge, and with California facing its fourth year of drought, more and more people are turning to CNPS for easy to consume knowledge on water-wise and ecologically superior gardening practices delivered over time and across the state.

Project Description

CNPS has effectively demonstrated it is technically, economically, and socially feasible to change the way a community manages its water infrastructure by using a nature-based, urban watershed approach including construction and management of major demonstration projects. The Real California Landscapes Project formalizes this approach and delivers it in phases throughout the state.

CNPS will create two high-profile demonstration gardens in the first phase of the funding period. We will also create a toolkit that CNPS chapters will use to convert large managed landscapes in partnership with local water districts.

The immediate outcomes for each project annually: 500,000 gallons of stormwater retained, over 1 million gallons of water conserved, 250 lbs of herbicides and 150 lbs of fertilizer kept out of the environment, the creation of urban pollinator habitat, neighborhood beautification, and education for over 150 employees and community members and over 100 people at hands-on events.

The Contra Costa Water District has identified the first of two target pilot projects: the conversion of 50,000 sq. ft. of turf around a commercial firm in the Shadelands Business Park in Walnut Creek, CA. Our deliverables:

- Toolkit for local CNPS chapter use: introductory brochure, presentation for initial company meeting, and proposal template with cost-benefit analysis methodology and examples.
- Toolkit for Sponsor Company: step-by-step process for installing new landscape.
- Skills transfer to existing landscaper/maintenance firm for design, plants, installation prep, and irrigation system.
- Assistance with traditional/social media to message "The Real California Landscapes" Project.

- “3Ps of Native Gardening” classroom education on sustainable garden practices, history and heritage of native plants, and their benefits.
- “Ditch Your Lawn” Hands-on Experience with Sponsor Company employees, community, maintenance company, and CNPS chapter volunteer labor.
- Symposia following the Hands-on Experience by about six months - adding tools to the gardener's repertoire such as pruning, managing change in the landscape, and locking in the lessons learned.
- Garden Tour within one year of the Hands-on Experience - organizing garden tours in local markets to showcase homeowner success with their changing landscape.

Once the first phase has been delivered successfully, CNPS will roll this project out across California via our 34 chapters.

Project Objective

The CNPS Horticulture Program envisions a California where native plants are widely available and routinely incorporated into public and private landscapes to conserve resources, extend habitat, and create a sense of place. CNPS will create long-term relationships with community leaders, home gardeners, business owners, and others so that they make permanent change to their landscaping habits. We do this by continuing to offer programs and projects that maintain the dialog, provide continuous learning, and allow successful projects to be exposed to a large audience.

WORK PLAN TASKS

Task 1: Create Project Toolkit

Toolkit for local CNPS chapter use: introductory brochure, presentation for initial company meeting, and proposal template with cost-benefit analysis methodology and examples. A few examples of activities for this task include:

- Kickoff meeting with internal team to set direction, overview of project
- Develop and design brochure
- Develop organizational templates including timelines and budget
- Develop storyboard for presentation
- Finalize presentation with group input
- Develop Cost-Benefit analysis
- Test model cost benefit analysis
- Deliverable: Project Toolkit

Task 2: Create Sponsor Company Toolkit



Toolkit for Sponsor Company: step-by-step process for installing new landscape. A few examples of activities for this task include:

- Kickoff meeting with internal team to set direction, overview of project
- Meet with potential Sponsor Companies for input
- Develop storyboard for presentation
- Using the “Ditch Your Lawn” materials, create company-oriented version
- Finalize presentation with group input
- Test toolkit messaging on potential Sponsor Company
- Deliverable: Sponsor Company Toolkit

Task 3: Develop Landscaper Toolkit

Skills transfer to existing landscape/maintenance firm for design, plants, installation prep, and irrigation system.

- Kickoff meeting with internal team to set direction, overview of project
- Meet with potential landscape maintenance firm for input
- Using CNPS landscaper certification criteria, develop materials, create landscaper-oriented version
- Finalize presentation with group input
- Deliverable: Landscaper Toolkit

Task 4: Develop media message

Assistance with traditional/social media to message “The Real California Landscapes” Project.

- Write social media plan
- Engage with news outlets and social media resources
- Provide continuous stream of articles, photos (Before and After garden shots), event information and environmental impact reports
- Provide suggestions for media and public outreach – press release templates and pre-written articles
- Coordinate publication, in CNPS Bulletin, E-News, and other CNPS publications, of chapter successes
- Deliverables: social media messages and multi-year calendar, articles, photos, useful press items

Task 5: Create “3 Ps of Native Gardening” Classroom Component

“3Ps of Native Gardening” classroom education on sustainable garden practices, history and heritage of native plants, and their benefits.

- Kickoff meeting with internal team
- Review existing CNPS resources in CNPS chapters and at state level
- Develop storyboard for classroom concept
- Create curriculum
- Finalize curriculum with group input
- Develop template for content and informational materials useful for handouts
- Test curriculum and adjust content
- Formalize content into final media
- Deliverable: Classroom Curricula

Task 6: Create “Ditch Your Lawn” Hands-On Experience

“Ditch Your Lawn” Hands-on Experience with Sponsor Company employees, community, maintenance company, and CNPS chapter volunteer labor.

- Kickoff meeting with internal team
- Review existing CNPS resources in CNPS chapters and at state level
- Develop tools and materials for onsite work
- Create curriculum
- Develop methodology for distributed worksite plans (tool access, work-day planning, site preparation)
- Finalize Experience with group input
- Test Experience and adjust content
- Formalize content, instructions, checklists and tools access into final package
- Deliverable: Hands-On Curricula

Task 7: Create Follow-on Symposia Series

Symposia following the Hands-on Experience by about six months - adding tools to the gardener's repertoire such as pruning, managing change in the landscape and locking in the lessons learned.

- Kickoff meeting with internal team
- Review existing CNPS resources in CNPS chapters and at state level
- Manage event registration and calendar in central database on CNPS website

- Maintain lists of speakers and topics, and assist with contact and scheduling
- Take the existing CNPS Symposia toolkit and reformat, edit it for this project
- Develop template for content and informational materials useful for handouts
- Coach chapters through obstacles to ultimate success, particularly for initial symposium, and encouragement of recurrence
- Test curriculum and adjust content
- Formalize content into final media
- Deliverable: Symposia Toolkit

Task 8: Create Follow-on Garden Tour Series

Garden Tour within one year of the Hands-on Experience - organizing garden tours in local markets to showcase homeowner success with their changing landscape.

- Kickoff meeting with internal team
- Review existing CNPS Garden Tour toolkit, as well as information from CNPS chapters
- Develop tools and materials for running Garden Tours in multiple CNPS chapters throughout the state
- Create Registration System, including registering Host Garden participants, docents, and visitors
- Develop methodology for distributing Garden Tour tools, supplies and materials to participating chapters
- Gain feedback from tours, and adjust planning for future tours
- Deliverable: Garden Tour Toolkit

Task 9: Engage with Local Water Utility

- Meet with local water utility to determine Sponsor Companies participation package
- Collaborate to develop Sponsor Companies short list
- Deliverable: working partnership and Sponsor Company participation package, short list of target companies

Task 10: Gain Commitment from two pilot Sponsor Companies

- Meet with potential Sponsor Companies to determine participation
- Develop Sponsor Companies commitment
- Deliverable: working partnership with utility and two Sponsor Companies

Task 11: Deliver Pilot Series

Implement a series of two 3 Ps Classroom education, two Ditch Your Lawn Hands-on



Experiences and one Symposia during the initial phase of the program.

- Deliverables: two 3 Ps Classroom education, two Ditch Your Lawn Hands-on Experiences and one Symposia

Task 12: Select Additional Water Utilities in Phased Approach

Task 13: Select Additional Sponsor Companies in Phased Approach

Task 14: Deliver Total of 148 3 Ps classes

- Deliverables: 148 3 Ps Classroom education throughout the state

Task 15: Deliver remaining 73 Ditch Your Lawn Hands-On Experiences

- Deliverables: 73 Ditch Your Lawn Hands-On Experiences throughout the state

Task 16: Deliver remaining 39 Symposia

- Deliverables: 39 Symposia throughout the state

Task 17: Deliver 40 Garden Tours

- Deliverables: 40 Garden Tours throughout the state

Task 18: Provide Project Reporting Metrics

Manage of grant agreement in compliance with grant requirements, and preparation and submission of supporting documents and coordination with the Grantee.

- Utilize our logic model that measures quantitative outputs including number of:
 - Students and volunteers - participation and satisfaction surveys
 - Sponsor Companies completing successful projects
 - Water Utilities involved
 - Successful "Ditch Your Lawn" Conversions of homeowners
- Facilitate centralized event bookkeeping and reporting
- Create a crowdsourced database for photos and gardening information
- Conduct participant evaluations to determine if goals were met
- Track long-term results via surveys and outcome metrics, and publish our findings
- Social Media Reporting
- Progress Reports
- Prompt and Accurate Invoicing
- Draft and Final Project Report



- Develop educational metrics that can be measured, for permanent behavior change
- Deliverables: invoices, quarterly and final reports, case studies, list of media coverage

Task 19: Continue to Provide Program after the Funding Period

The Real California Landscapes Project formalizes this approach and continues to deliver the programs in successive years throughout the state. We fully expect this to be self-supporting after the initial funding period.